

WE PRAYED FOR IT
—it's here—the first rain
since May.

VOLUME 32, No. 12

SIERRA MADRE NEWS

SIERRA MADRE, COUNTY OF LOS ANGELES, CALIFORNIA

FRIDAY, DECEMBER 10, 1937

'Girl Of The Golden West' To Represent Sierra Madre Is A Community Choice

Phone Co. To Extend Toll Free Calls

Increased Service Will Include Pasadena, Arcadia And Monrovia

Sierra Madreans will soon be able to enjoy toll-free out-of-town telephone calls. The California Water and Telephone Company, owners of the system here, has filed an application for an extension of its toll free service with the State Railroad Commission and expects it will be approved before the first of the year.

"We are assured that our petition for the extended service will be acted upon favorably and await official word daily," said O. A. Prest, manager of the telephone company.

The extended service simply means that a Sierra Madre subscriber can dial Arcadia, Monrovia or Pasadena direct and get a quick service. There will be a slight advance in the monthly telephone rate for this service—but the exact amount has not been determined, according to Mr. Prest.

New equipment has been installed and the set up is complete for the toll free extended service.

Rifle Club Elects Officers; Urged To Carry On

"Such a fine group of sportsmen should stick closely together until all their range problems are solved," Colonel H. B. Hersey told the Santa Anita Rifle Club at its annual dinner meeting Saturday night in the Legion "dug-out" at the city hall.

Announcement was made at the dinner that U. O. Calvert, owner of the land of the range at Scenic Point had officially notified the club that range privileges had been withdrawn and that any one found shooting on the land hereafter would be liable to prosecution.

The club is experiencing plenty of difficulty in finding a range for the high-powered army rifles they must shoot to retain their charter from the Government, which is one of the few of the kind in the United States. Several locations are under consideration but to date nothing has been definitely decided.

Officers for the coming year will be Boyd Keith, president; W. A. Gardner, vice-president; Edward LaLone, secretary; Joseph Burns, treasurer, and Ben Stinson, range-master.

Billy Van Meter, B. Walters, Ray and Sam Embree were received into the club as new members.

644 Sierra Madre Citizens Belong To The Red Cross

Final wind-up of the Red Cross' roll call was given by Chairman C. W. Jones at the monthly meeting held Monday at the chapter headquarters. He reported 644 members enrolled in the recent campaign and that enrollments were still coming in. According to Red Cross records, Mr. Jones stated, 609 one dollar memberships were received, 42 five dollar memberships, and 13 ten dollar memberships.

Announcement was made by Mr. Jones that the annual meeting of the Red Cross, to which all members are invited, will be held January 10.

HATS AND BONNETS OF THE LONG AGO FEATURE FASHION SHOW AS WOMEN SEW

Gibson Girls And Flappers Return With Cartwheels And Ostrich Plumes

SHADES of Gibson Girls, the war, the flapper area, and the bonnet years, were all resurrected at the sewing circle of the Woman's Society of the Congregational Church Tuesday afternoon, when the members met to sew for the Children's Home and added a bit of spice to the meeting by each bringing an antique and long out-of-fashion hat.

The bonnets were exchanged and re-exchanged until it was a jolly muddle, and then the ladies put on a fashion show that was unparalleled in its uniqueness.

Hats with long trailing feathers, wide cart-wheels and ostrich tips, funny little cloches the now-extinct flappers wore; hats with peaks in the crown,

Picture Girl On Wistaria Town Float Will Be Named To-day

Miss Julia O'Grady, seventeen-year old Pasadena Junior College student and daughter of Mr. and Mrs. Edward O'Grady of 535 West Manzanita avenue, will be presented to the Wistaria Town Float Committee at a meeting this afternoon as its "Girl of the Golden West," central figure in Sierra Madre's entry in the New Years Tournament of Roses. She is the unanimous choice of a sub-committee appointed to suggest a girl to grace the float and there seems no doubt of her acceptance by the general committee, she having been recommended by no less than 60 townsfolk who read Alfred J. Dewey's specifications for the appointment.

Miss O'Grady's selection practically amounts to a community choice," said Mr. Dewey, "for since announcement of the committee to make the selection her name was offered to us by no less than 60 citizens. Until these suggestions were made to members of the committee none of its members knew Miss O'Grady. She fills the bill perfectly and I have no doubt but that she will be unanimously approved by the float committee when the members see her."

According to Mr. Dewey 41 girls were suggested to the committee, some by as many as a dozen persons and while most any of them would have been acceptable, the committee felt Miss O'Grady came nearest to a popular choice.

Mr. Dewey, who designed the float, announced before the committee started its quest for a "queen" that she must, first of all be young and beautiful. And then she must be a blonde, preferably of the outdoor or athletic type and with a winsome smile. The committee vouches Miss O'Grady possesses all of these attributes abundantly.

Julia is a first year student at P.J.C. where she is majoring in a pre-nursing course. She is a member of the Newman Club and quite active in athletics, going in for hockey, basketball, swimming and tennis. She adores ballroom dancing and moves with the natural grace of a born dancer. She is exceptionally fond of dramatics, and her love of the drama often struggles with her desire to serve in the starched white ranks of the nursing profession.

For the past eight years Miss O'Grady has resided in Sierra Madre with her parents and two brothers, Tommy, 14, and Johnny, 15. She was a student at St. Rita's School from the third to the eighth grade, later going to Woodrow Wilson High, where her friends say she was very popular on the campus and last year was the Queen of the May.

While at Wilson, Julia appeared in the school play entered in competition with other junior high schools at the Community Playhouse, last spring.

Julia intends to be a nurse like her mother who was a Red Cross nurse in France during the war, and had all sorts of thrilling adventures while in base hospitals at Navarre and Bordeaux, France. Immediately after graduation from PJC she plans to enter St. Vincent's Hospital for a nurses training course.

While Julia admits she is "terribly thrilled" at being "The Girl of the Golden West" and she thinks the description of the gown and float utterly charming, she refuses to allow her head to be turned.

"The Girl of the Golden West" is 5' 7" tall, and weighs 125 pounds. She has limpid gentian-blue eyes, a wide clear brow, piquant nose, and long corn-colored hair that falls in soft waves about her neck.

She is modest and shy and thinks that all sorts of lovely

Continued on Page Eight

Squawk Meeting Of Kiwanis Club Brings Crowd Out

Once a year a Kiwanian is privileged to stand "right up in meatin'" and tell his pet grievance. While a majority of grievances are petty ones, still the members say, it's grand to get them told and there was a big turnout at the roundtable discussion Tuesday at the weekly luncheon meeting when members were privileged to wail long and loud. This clears the atmosphere and everybody's happy afterwards, according to Kiwanians. What they wailed about Tuesday is their own business—no reporters present.

Paul N. Carter, a director was elected vice-president and R. O. Caukin, William L. Burr, E. E. Hitchcock and Lida P. Grant were chosen as directors to serve for two years.

Lewis Again Heads Local Trade Body

Chamber Of Commerce Pledges Further Transportation Improvements

Rollin C. Lewis was re-elected president of the Chamber of Commerce at the annual meeting of the organization Monday night when it committed itself to a determined effort to improve transportation facilities in and about the city.

Paul N. Carter, a director was elected vice-president and R. O. Caukin, William L. Burr, E. E. Hitchcock and Lida P. Grant were chosen as directors to serve for two years.

Mr. Lewis submitted reports of

Fire Perils Highest Of The Year

County Warden Warns Local Firemen Of Menace Lurking In Nearby Hills

A warning that serious fire perils still lurk in the county's mountains, despite the cooling temperatures, came yesterday from Spence D. Turner, County Forester and Fire Warden who dropped into Sierra Madre for a chat with Chief Richards and men of the local fire department.

"Forest fire dangers are caused by aridity, rather than high temperatures," Turner explained. "Therefore, the peril here is greater than it was last July, for the drying-out period has been started."

Fire observers in the county's lookout towers, who took up their lonely vigils June 1 are still in their high perches, and will remain there until heavy rains come to reduce the hazard, Turner said.

"Strong north winds, which often blow with great velocity near the end of the dry season, might create a very serious situation. It is because of these winds that Miss O'Grady possesses all of these attributes abundantly.

Turner urged the public to be careful with lighted matches, cigarettes and open fires, in particular.

New Slant On Old World By A Woman

Road To Wars And Dictatorships Pointed Out By Noted War Correspondent

With a charm that is rare in public speakers, Mrs. Arthur Blake (Marguerite Harrison) told the members and guests of the Sierra Madre Women's Club of Christmas experiences under different conditions and of life in foreign lands as lived during her experiences as a war correspondent since 1918. And from this busy life has come the philosophy of tolerance for all. "We have security and should have tolerance," said Mrs. Blake, "and furthermore the way to world peace may be by understanding each other's problems."

In part, Mrs. Blake told her hearers: "Wars and rumors of war abound in every corner of the world. The situation of today began in 1918. That time was a period of idealism and hope. Today is a period of autocracy and war. The Nazi movement really began right after the war, in 1918, when Germany felt humiliated before the world. The German people were not militaristic then, but in seven months after the signing of the peace treaty, they began to change. They were, and are today, a sick people.

"Poland, a recreated, conglomerate people will take two or three generations to find itself. It is composed of German, Austrian and Jewish and Russian elements which must learn to live together.

"Austria is dying of dry rot. The question there is whether she will finally unite with Germany, or try to recapture Hungary, and again become the Austrian-Hungarian monarchy.

"Soviet Russia, after 19 years, is unstable politically. When I went into Russia the first time in 1918, as a correspondent, so was awarded the prize for 'style.' Mrs. E. Moore, received the prize for 'attempt' (just what was attempted the judges didn't say); Mrs. H. M. Wilhelmi made a cute Dutch girl so she got the prize for 'character.'

Next, Mrs. F. H. Hartman walked off with the "rural belle" prize; Mrs. C. W. Jones was a naughty flirt so she got the "flirtish." Mrs. A. O. Pritchard was regal in sweeping plumes so they gave her "Gibson Girl;" and nobody knows what Mrs. J. S. Billheimer was so they awarded her the "exotic" prize!

Continued on Page Three

Metropolitan Water Cost To Be Told

Representative Of The District Will Address Tuesday's Forum Meeting

An aroused citizenry alert to the dangers inherent in the present water situation are crowding the Council Chamber at the City Hall each Tuesday evening to attend the Forum meetings at which various sides of the complicated question are discussed by experts.

The Metropolitan Water District will state its side of the case at next Tuesday's meeting which a qualified member of their staff will attend and discuss the situation from the Metropolitan's viewpoint. He is expected to answer the questions that have agitated the past meetings concerning the cost of Colorado river water to Sierra Madre and whether or not it contains minerals injurious to the health of children or inimical to citrus crops.

This week's audience was thickly sprinkled with engineers from nearby communities busily taking notes, and four of them were accompanied by stenographers.

The meetings begin at 7:45 p.m. and are steered by Chairman Perley Poore Sheehan, Forum president.

Many members of the audience at Tuesday's meeting commented on the "right about face" of Pasadena since City Manager Al S. Myers started firing away at them through his articles in the SIERRA MADRE NEWS, and attributed this to the widespread interest evinced in the matter. Sierra Madre is the only city so far which is presenting the water situation created by Pasadena's so-called "friendly-suit" to the people of communities as vitally affected as it is.

High Honor For Sierra Madrean

Francis "Duke" Dane was awarded the highest honor the United States Government can bestow upon a citizen—the Congressional Medal of Honor. The medal was pinned on his chest by Darryl F. Zanuck, film executive at a luncheon Wednesday afternoon at 20th-Century Fox studios in Hollywood.

Mr. Dane was one of five Southern California men so honored for their work with the second Byrd expedition to the South Pole, where he handled and drove dog-sled teams. Mr. Dane is a scientist, and is employed at the Los Angeles office of the Lederle Biological Laboratories.

He is newly married and resides with his wife, Edith, at 730 Orange Drive.

According to his wife, "puttering" about the house is a great hobby of his, and while he also gardens a bit he will leave his flowers at anytime for a hammer and nails.

For two years, Dane and his fellow-expeditors lived on the ice, suffering hardships and unselfishly advancing science. Much valuable meteorological data was brought back by the Byrd party from Little America, "breeding ground of weather."

LOVELY CUSTOMS OF THE MIDDLE AGES BEING REVIVED IN SIERRA MADRE

TWO lovely customs that originated in the Middle Ages are being revived in Sierra Madre. One is exemplified in the creation of St. Francis Park, where men band together and work for the common good. The other is the monastery of the Passionists Fathers, where men band together and pray for the common good.

Looking out over the San Gabriel Valley, the monastery is an ideal place in which to spend a few days in meditation, away from the world.

And because it is so, men from all over California make the monastery the goal of spiritual pilgrimages or retreats. Here they come, prominent businessmen tired out with the hustle and bustle of business; actors, sick of their own well-publicized visages; engineers tired with flinging bridges across gigantic chasms; and just plain clerks and men of humble business, to meet in a common purpose—spiritual regeneration.

They come quietly, these men, and Sierra Madre is hardly aware of their presence. They drive into the monastery, park their cars, carrying only a few necessities and the huge doors of the monastery clang shut behind them, into a new world. A world of quietness and peace, gentle voices, lighted candles and soft organ music. In a few days they are back at their desks or their duties with a firmer grip upon themselves, a surer look in their eyes.

Last year the priests at the monastery provided for more than 1400 retreatants, and according to Father Angelo, this is a small number than usual, due to

Continued on Page Eight

Continued on Page Eight

Annexation Or Sharing Of Pasadena Water Costs Would Boost Taxes

Joining The Crown City To Help Pay Its Present Or Increased Metropolitan District Bond Obligation Shown As A Real Hardship On Sierra Madre Taxpayers

By AL S. MYERS
CITY BUSINESS MANAGER OF SIERRA MADRE

(Editor's Note—Another of Mr. Myers' interesting stories about the all-important water situation in which San Gabriel Valley cities find themselves as a result of Pasadena's suit to restrict the use of water, will appear in the next issue of THE NEWS.)

IT IS the belief of many people that Pasadena's suit to restrict our use of water here in Sierra Madre and other cities adjacent to Pasadena is designed to force us into annexation to Pasadena as a condition of our existence.

If that is so, our citizens should be fully informed upon the comparative cost of water here and in Pasadena, right now, before the increased cost of Metropolitan Water District water is added. We shouldn't stumble into Pasadena or into the Water District with bandages over our eyes.

The figures below are taken from an actual water bill in Sierra Madre and compared with the amount that would be charged using Pasadena rates. The water bill would amount to \$11.20, and under the Pasadena rate, would amount to \$26.49. The following is the prevailing and comparative rates between Pasadena and Sierra Madre, presuming that full discount is taken on the bills, or that they are paid on or before the 15th of the following month:

COMPARATIVE MONTHLY COST OF WATER

Quantity cu. ft.	Sierra Madre charge	Pasadena charge
500	\$ 1.00	\$ 1.00
1,000	1.50	1.65
2,000	2.20	2.95
3,000	2.80	4.25
4,000	3.30	5.55
5,000	3.80	6.85
10,000	6.30	13.35
20,000	11.30	26.35
30,000	16.30	39.35
40,000	21.30	49.35
50,000	26.30	59.35
100,000	51.30	109.35

(irrigation rate) 60.00

The great difference between Pasadena and Sierra Madre is seen when it is considered that Pasadena sells only three percent of the water at the low rate which is charged for irrigation, while Sierra Madre sells 37 percent at the low irrigation rate and for strictly irrigation purposes.

The great difference in the income from water between Sierra Madre and Pasadena is due to the fact that our rate declines very rapidly according to the amount of water used, while Pasadena's rate remains more constant.

If Sierra Madre had sold water in 1



gifts to send
back east...

The Friendship Club will hold its annual Christmas party in the Ladies parlors of the Congregational Church on Monday evening at eight o'clock with Mrs. Warren O. Preston and Mrs. Clarence Barker as hostesses. A pleasant evening is anticipated and all young women of the community are cordially invited to attend. Officers for the new year will be elected at this time.

Friendship Club To Hold Xmas Party; Elect Officers

The Friendship Club will hold its annual Christmas party in the Ladies parlors of the Congregational Church on Monday evening at eight o'clock with Mrs. Warren O. Preston and Mrs. Clarence Barker as hostesses. A pleasant evening is anticipated and all young women of the community are cordially invited to attend. Officers for the new year will be elected at this time.

REAL TREAT OFFERED LYRIC PATRONS

The Lyric theatre in Monrovia offers a real treat to its patrons this week, presenting for the first time Katherine Hepburn and Ginger Rogers who are co-starring in "Stage Door." Adolphe Menjou and Ralph Forbes are cast in important roles and the picture is rated one of the season hits.

On this bill and following "Stage Door" is "Fit for a King," a fast-moving comedy starring Joe E. Brown, assisted by Helen Mack and Paul Kelly.

linen lunch sets 3.75

Linen sets in vivid "pottery" colors! Cloth and six napkins — gift boxed.

franciscan pottery

New shapes, glowing colors! El Patio, 5.95 Montecito, 6.75 Coronado, 6.95

cholla lamps 2.25 to 5.95

Hand made from the wood of the cholla cactus. Truly a Southwestern novelty!

orange blossom perfume, 25c-75c

Gaily tied in cellophane with orange-blossom bow! Others boxed in orange wood.

hand-hammered copper, \$1 to \$5

Made at Laguna Beach! Trays, vases, candelabra, bowls, bookends.

flower pictures 1.25 to 3.50

Gay pictures fashioned from real California flowers. Neat white frames.

A Rilling Coiffure—For New Allure



NEW STYLES For the Holiday Season

Whether you want a simple coiffure or an individual style for the many gala occasions, we can give the wave best suited to your personality and hair.

NEW RILLING PERMANENT \$3.50 Shampoo, Wave Set 75c

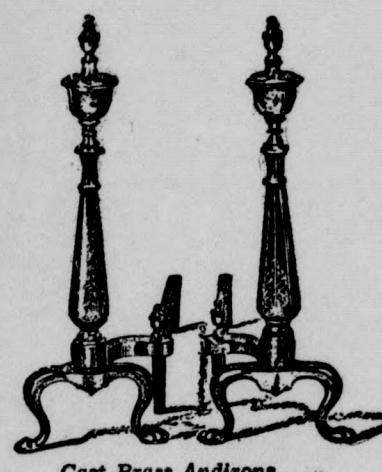
ELLEN'S Beauty Shoppe 5 Kersting Court Telephone 87 Open Thursday Evening

Furniture DRAPES DECORATING SERVICE

Furniture

Brass

Fireplace Accessories



A pleasing selection of well designed fireplace accessories are now being featured at Biggar's.

• ANDIRONS 8.25 to 21.50

• FIRE SCREENS 6.50 to 11.00

• FIRE SETS 8.50 to 11.00

• HEARTH BRUSHES 1.50 and 2.00

Cast Brass Andirons as sketched, 16.00

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At the business meeting which preceded the program at the Woman's Club, Mrs. Al S. Myers, president, announced the appointment of Mrs. Fletcher White as first vice-president and program chairman; Mrs. E. Hall, as a member of the board of director, Mrs. R. O. Caukin, press chairman, and Mrs. L. Pearson, chairman of child welfare.

Following the business session, the audience was entertained by the children of the Children's Home singing Christmas carols, accompanied by Miss Moreland Kortkamp.

Mrs. Myers asked that all who had not as yet brought or sent in gifts for the Christmas welfare work, please send them to the clubhouse at the next meeting.

Announcement was made of the card party for the benefit of the Float Fund, at the Wistaria Vine Gardens next Monday night.

Assisting Mrs. J. C. James, hostess chairman for December were Mrs. R. C. Lewis, Mrs. G.

Guignett, Mrs. Frank Spencer Mrs. Charles B. Klunk, Mrs. E. D. Burbank, Mrs. Porter, Mrs. R. R. Hartman, Mrs. F. Blakeman, Mrs. Woodson Jones, Mrs. E. Irish, Mrs. N. Young, Mrs. William Lees, Mrs. K. Miller, Mrs. Webster, Miss Florence Gilmore and Mrs. W. S. Hull had charge of decorations. Mrs. Homer Glidden arranged the stage settings, and Mrs. J. Milton Steinberger introduced the speakers of the program.

After lunch the Christmas spirit was artistically displayed in the very delightfully arranged, and original recitations of Mrs. Guy Stewart McCabe of Alhambra, assisted at the piano by Miss Kortkamp.

Children from the home who sang the Christmas carols were Margaret Gonzales, Ofelia Lazaro, Henrietta Sanabria, Bobby Sanabria, Manuel Reyes, Armando Morales, Victoria Meza and Consuelo Lopez.

—Grace Caukin.

Winter Visitors Still Coming On

Sierra Madre welcomed as new residents this week, W. R. Clement, 143 East Highland avenue; F. H. Keeler, 582 Woodland Drive; Bruno Cartelletti, 634 Woodland Drive; J. L. Lindre, 227 South Baldwin avenue; W. A. Seamster, 3 West Carter avenue; Margaret Anderson, 610 Holly Trail; Mrs. A. Leslie, 246 West Highland avenue; William Cronin, 58 West Carter avenue; and John C. Hippert, 484 Mariposa avenue. Mr. Hippert, a Pittsburgher, came to Sierra Madre to spend another winter here, having resided here last winter. He came here via Florida and the Southern route.

"PEACE" IS THE SUBJECT AT WILSON P.T.A. MEETING

"Peace" is the subject of the next Woodrow Wilson P.T.A. meeting next Thursday, December 16, at 2:30 p.m. Music by Wilson's Boys Choir and orchestra will be among the features of the meeting. Mrs. Waverly Pratt will preside.

ARCADIA

44 E. Huntington Ph. 2661
Phone 2661
Bob Sprowl, Manager

Friday, Saturday
Anthony Martin, Leah Ray in "SING AND BE HAPPY" with Dixie Dunbar
— AND —
"SHE'S NO LADY"
Featuring Ann Dvorak, John Trent, Quinn Williams

Sunday, Mon., Tues., Wed.
"That Certain Woman"
Starring Bette Davis and Henry Fonda

— ALSO —
Ronald Colman, Madelaine Carroll, Douglas Fairbanks, Mary Astor and others in "THE PRISONER OF ZENDA"

WASHINGTON THEATRE

Washington at Lake PASADENA
Ph. Sterling 0140
Adults 25c Children 10c

Friday, Saturday
"Theodora Goes Wild"
Starring Irene Dunne
— AND —

"WESTERN GOLD"
with Smith Ballew

Sunday, Mon., Tues., Wed.
Sonja Henie and Tyrone Power in "THIN ICE"

— PLUS —
The Coronation in Colors
— ALSO —
Walter Olund in "CHARLEY CHAN on BROADWAY"

New Slant On Old World By A Woman

Continued from Page One

with our limited resources. We had been marched to a public bath the day before, and had gathered bits of greens from the streets. Our stars were cut from cigarette packages. A bit of cotton wool made lovely effects. And my American crackers, a year old, helped in the feast. Chocolate, which I had carried about until it was very stale, made the Christmas gifts, laid under the headrest of each prisoner in our cell.

"There can be no hope for permanent peace in the Far East for a long time to come. Russia determined, and began to prepare, as far back as 1922, to move into China. As a matter of fact, Russia today controls more Chinese territory than Japan does.

"The Chinese farmer of Manchuria has better living conditions today under Japanese rule, stern and severe as it is, than under the former Chinese brigandage conditions. The Chinese National movement seems almost doomed to failure, with the pressure of both Russia and Japan.

"In the Mediterranean more trouble is brewing. The democratic element of Spain and Italy is being crushed—and it seems as though both of these countries are moving along the lines of Russia and Germany to complete dictatorship.

"One Christmas spent in an inn in Syria gave me the closest feeling to that Christmas Day in Bethlehem, over 1900 years ago. There the inns are built as in Palestine, and in the night, with the star above, and the animals tethered so close, I felt indeed as Mary and Joseph may have felt in the manger long ago.

"In our own country we have a feeling of security. And from that we should have tolerance for all these other distracted people. We must try to understand the other's problems."

BIRTHDAY GREETINGS

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans, whose birthdays are indicated . . .

William D. Scovins . . . Dec. 10
Ella A. Cadmus . . . Dec. 11
Donald Colbert . . . Dec. 11
Velma Pickett . . . Dec. 12
Mignon Murphy . . . Dec. 12
Roberta Roberts . . . Dec. 12
Emile Sturmholt . . . Dec. 12
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SIERRA MADRE NEWS
Sierra Madre, California
Established October 2, 1906

Published Every Friday
L. R. GOSHORN
Editor and Publisher

TELEPHONE 48
9 Kersting Court

Accepted as a newspaper of general circulation for the publication of legal notices as defined by Section 4460 of the Political Code of California.



Member National Editorial Ass'n
Entered as Second Class Matter
at the post office at Sierra Madre,
California, under the Act of
March 3, 1879. Official paper of
the City of Sierra Madre.

Subscription rates: One year, \$2.
Six months, \$1.25; Three
months, 75c

One thing have I desired of the
Lord, that will I seek after; that
I may dwell in the house of the
Lord all the days of my life...
—Ps. xxvii.4

Consider that all which appears
beautiful outwardly is solely de-
rived from the invisible Spirit
which is the source of that ex-
ternal beauty. —L. Scupoli.

THE AMERICAN FAMILY

We heard about it, we read about it, many of us consider ourselves a full-fledged part of it. And not a few scholars have labored ardently to tell us about it in impressively worded analyses, while the photographers are always seeking a picture of it.

And now comes the most recent thumb-nail portrait of that much discussed entity—the typical American family!

This latest sketch, drawn from Government surveys of the earning, living, and spending habits of 100,000 average American families on farms, in villages, towns and cities, presents the following conclusions:

The usual American family, living in a small city, has an income of \$1,400 a year, salts away part of the monthly income for the home it is now engaged in buying, owns a 1935 automobile, and goes to the movies once a week—along with 90 million other Americans!

Family income of the 100,000 family groups tested by the survey, ranged from an average of \$1,617 in Klamath Falls, Oregon, to \$955 in Lincoln, Illinois.

Slowly but surely, the "typical American family" is emerging from the mists of politicians' rhetoric! Facts and figures are giving us candid camera portraits—of ourselves!

SANTA IN GOOD FORM

Notwithstanding the current slack tugging at the coat-tails of business, Christmas shoppers' purses will jingle right merrily to the tune of an extra half billion \$200,000,000 of it in increased dividend payments.

Taken separately, the gift packages of special Yuletide payments offered by many of the concerns isn't breath-taking. But when totaled up together the sum flings closely with a quarter of a billion—which means Santa's shopping bag should be a weighty one, and our local merchants are well equipped to see that it is richly and fully stocked!

One motor car company is making a special payment of \$400,000. Not a great deal, to be sure, but this is the company's first payment in almost six years, and that comes under the heading of good Christmas tidings! An electric company tops the list with its disbursement of over \$28,000,000, and the railroads, not to be outdone in contributing to the general pre-Christmas good news, are making payments of more than \$12,000,000.

The Department of Commerce chimed in to report that retail sales in small cities and rural areas are keeping steadily above last year's levels in all parts of the country except the South.

Add all this to the \$320,000,000 to be distributed to six and one half million Christmas club members by banks, and it looks as if Santa is going to need those broad shoulders of his to tote this season's load of Christmas shopping!

**Everybody
buys and uses
Christmas Seals**

GREETINGS
1937
The
TYPIST

2 MORE WEEKS TO
SHOP

**The....
Watch Tower**

By Perley Poore Sheehan

IT WAS about a blue Persian kitten. The story was told us by someone who trusted us greatly, a man we've known for many years. Sane—sane enough to have remained rather notably solvent in spite of the depression, on money hard-earned in a difficult profession. No tightwad though. Generous. Happily married—since away back before the war; and still in love with his wife, and she with him. In later years they've traveled a lot—summers in the North, winters in the South. And wherever they went, there went the Persian kitten also. An old, old cat, at last, of course; but always the kitten to them.

WE'RE not going to try to tell how much you can come to love an animal like that—or any animal; somewhat as you might come to love, say, a subnormal child; subnormal as to speech, unorthodox in matters of religion; yet caressful, amusing, something of the Sphinx. The silent gazing into a world to you unknown, as if here were one familiar with fairyland, or even deeper mysteries of Nature. Well, at last the cat grew so old and ill that this man, after the usual lag and painful consultations, decided to take the final step. We won't go into that. He held the creature in his arms as the vet applied the needle.

HERE'S the point of the story—and we do hope that it won't offend anyone. But that night, after his wife had gone to bed, our friend still sat by the fire listening to the radio. Good music dialed soft—the Philadelphia symphony. And he was feeling sad and lonely, thinking of you can imagine what, when the orchestra went into a Requiem by Brahms. You know? "Requiem aeternam... Domine!" (Give them eternal rest, O Lord!) The music sounds like that. "And then," our friend went on—or tried to; he was finding it pretty hard. "And then—"

WELL, he'd never been one to dream very much, he said, or give himself over to strange fancies. A realist—he could always play a good game of poker; and the scientific type—without being an out-and-out materialist. But as he listened to that Brahms Requiem—and still heard it, too, which showed he wasn't asleep—he found himself in a dim cathedral, where he saw a catafalque reared in front of the altar fit for the funeral of a king, all draped in white satin and with about a thousand candles lighting it, while a shadowy crowd that filled the nave made a whispering chorus to the Requiem. Everything natural, solemn, and holy. And lying in state up there, dead but beautiful again—his Persian kitten.

THEN, take that something else we heard. From another friend—an elderly mechanic, this time; sound as an oak and that reliable; but always with the bit of a smile in his eyes when we used to tell him he ought to come to church. Still, for all that one of our best helpers in the making of that little St. Francis Park. He showed up there the other day with a large carton of young Boston ferns—such as we'd told him we wanted for a certain place. We'd never seen ferns that were finer—so clean, each plant detached and well-rooted, no broken fronds. We thanked him. But he said we had no one to thank; he'd got them from a man who was glad we could use them.

IT was a couple of days later—after some hard thinking—that he told us more about this man. "A real man," was the way he described him. If he didn't like you, he'd leave you alone; but, say if he looked on you as a friend there wasn't nothing he wouldn't do for you. No sir! And a good worker, too. Behaved himself. Paid his debts. Understand? A real man! And when we'd agreed that this was so, our friend carried on: "And now I want to tell you what he said when he dug those ferns, knowing what I was going to do with them. He said this: 'I ask God Almighty to bless these ferns and make them to grow in the place where they're going to.'"

AND the elderly mechanic looked at us to see what we thought of a person who'd say a thing like that. He wasn't smiling. His expression was as blank and clean as a child's. We said, "Fine!" And we even went further. We told him that we also often said, "God bless you, little flower!" or "Dear Saint Francis, help this tree to grow!" things like that; when planting in a garden. And in doing so, we added, we merely followed, after all, a custom old as the hills, indulged in by "real men" everywhere. (P.S. Those ferns look happy, all right, where they are.)

PERNS, a Persian kitten, men—reflections all of The One. But here, we think, we'd better fall back on poetry—a couple of lines by Richard Hovey: "Enthroned above the world although He sit, Still is the world in Him and He—in it."

**TELLING PEOPLE ABOUT IT KEY
TO CALIFORNIA'S SUCCESS**

BY Ralph H. Taylor
(Executive Secretary, Agricultural Council of California)

IN this highly competitive era, it's not enough to grow a good product.

It's equally necessary—if you want to turn that product into cash—to tell the world about it! No one beats a path to the farmer's door—not any more! That day departed several decades ago. But California farmers, pioneers in the business of cooperative selling, have their own Great White Way, stretching from farm to market—blazing with the challenging lights of modern-day advertising.

And California's position as No. 1 Farm State in the Nation is due in no small part to the aggressive, effective advertising policies of California farm cooperatives. "Grown in California," due to quality products, rigid standards and splendid advertising, has become one of the greatest trade assets in the history of merchandising.

Other states produce farm commodities in greater volume than California, but California leads every state in the United States in total farm income. Yet California is farther from its markets than other States. And California has the disadvantage, too—theoretically, at least—of producing many so-called "luxury commodities," which must compete with everyday necessities produced elsewhere.

The annual report of the California Fruit Growers Exchange—one of the first farm co-ops to launch out on large-scale advertising, and now the world's largest advertiser of farm commodities—gives illuminating insight into the value of ad copy in increasing consumer-demand for a given commodity.

The year just ending marks the thirtieth consecutive year that the California Fruit Growers Exchange has told the world about California oranges—in paid advertising! During those 30 years, orange consumption has increased 250 per cent! Thirty years ago, the average American consumed 31 oranges a year. Now, the

average American isn't average unless he eats 79 oranges a year! And during those 30 years, the Exchange has spent \$24,453,043 in advertising, or about 1.12 per cent of the value of the fruit sold. For the year, 1936-37, despite curtailment of advertising due to last winter's freeze this farm cooperative spent \$1,311,819, in advertising—and made better dividends for its growers by reason of the expenditure!

George Washington and Abraham Lincoln and the American people of their eras—unless history is in error—knew nothing of orange juice as a breakfast-starter. Even 30 years ago, orange juice was comparatively unknown. But this year, two thirds of California's entire crop of oranges reached the consumer's palate as a beverage. You can credit that to advertising!

If you read about hot lemonade as a winter remedy; cold lemonade as a summer restorative—the lemon as an aid to beauty and the lemon that "brings out the flavor"—you can credit that to advertising, too! And if you ask for grapefruit at your morning meal, that's advertising, also. It's all part of the campaign that changed oranges, lemons, and grapefruit from occasional luxuries to everyday necessities.

And what's true of the entire citrus industry is true of nearly every other branch of the California farming industry, at least where farm co-ops handle a major share of production. And with crop surpluses in many fields of agriculture, you can expect to see more advertising, instead of less. New legislation in California has greatly facilitated the raising of funds for grower advertising campaigns. The rapid climb of canned and packaged goods in popular favor, by reason of improved methods and smart advertising, has spurred producers of fresh fruit and vegetables to the need for more advertising.

California's Great White Way from farm to market, according to all portents, will blaze more brightly during 1938—with bigger and better advertising of California's bigger and better commodities!



cent over the average wage in the same month last year.

The nocturnal baying of coyotes in Los Angeles county's mountains is striking a more subdued note. At least, it should be, for Spence D. Turner, County Forester & Fire Warden announced here yesterday that trappers and hunters have brought in the hides of 115 of the predators during the first month the new bounty on them was operating—beginning November 6. Most of the coyotes are being trapped, but others are being shot to collect the \$1.00 fee which is paid on each hide. Harold True, of Lancaster, brought in fifty-four hides from coyotes trapped around Little Rock and Del Sur during a ten-day period. After the bounty is paid the hides can be sold by the owners.

Congress heard a leaf right out of Mussolini's notebook the other day when Senators Borah and O'Mahoney sired a bill for licensing corporations. Doubtless they didn't know this is the neatest trick of Benito's corporate state—revoking licenses of firms he doesn't like! This well-meaning but misguided try at trust-busting is soothsaying syrup to monopolistic control, not an antidote. If the American consumer is to get an even break than—as Prof. Theodore Kreps, Stanford economist, suggests—let price-fixing regulations be eliminated! That's one of the worst monopolistic menaces to the contented pocketbook. The senators were prompted by the right motives, but their bill doesn't make any cents for America's consumers!

Toll gates have been erected at the Lake Arrowhead Village, and an entrance fee of \$1.00 per car per month and 50 cents for each pedestrian is being collected by the operators of this mountain community and resort. Everyone except property owners and their guests, concessionaries and employees are charged the entrance fee.

Back in 1890... A President of the United States was running a printing press... One of America's big steel company heads was stoking a blast furnace... An international banker was firing a locomotive... A railroad president was pounding a telegram key... There's always room at the top. Where will you be in 1937?

Evidence of the American's creative genius has been reported by the United States Patent Office. The office has just issued its 2,100,000th patent—on a camera that projects pictures as well as takes them. Although 140 countries and territories in the world grant patents, this nation far outruns them all in the number of patents granted yearly, the Patent Office reports. Last year a total of 39,793 were granted.

Wages paid to farm hands last month were the highest in seven years—statistics of the Department of Agriculture show. The daily rate of pay, not including board, showed a gain of 24 per

**Gaddin' Around
with**

BILL PEET

GOOD Morning dear teacher—
Good morning to you!"

Thats what the boys and girls in the early grades sing these days as school classes open. When I went to school some years ago, back in New England, classes were opened with prayer, followed by a hymn with usually a prim, hatchet-faced lady of middle age or uncertain age, the teacher, leading us.

There are probably quite a few of the old gals left in New England about ready to retire, but most of them have been replaced by younger women quite capable of handling all situations according to the latest approved methods.

The reason for the foregoing outburst was the appearance in Sierra Madre last week of nearly 150 teachers from county schools to attend a session of the Teachers Institute.

The average male is susceptible to feminine pulchritude and I am not a complete exception to the rule. As I passed near the grammar school shortly after 6 p.m., I saw a flock of smartly dressed, good looking young women leaving the building and inquired if "There was an afternoon tea or sump'n?" Also, "Who were all the gals who were so easy to look at?" When told that they were school teachers I was thrown back for a 10 yard loss. They most certainly were not the stern faced studiously serious minded school marm type I knew when a boy.

Then, of course, I remembered that I was living in another generation where they do things differently. In the old days they never had IQ tests and school teachers did not wear short skirts or have their hair bobbed, and at the beaches they wore skirts, and hose and lot of other grin looking things when they went bathing. But this modern teacher is all right with me too.

Good Tom Neale tells a pretty good story and starts off by saying "Did you know that the man who invented home brew during the prohibition era reminds me of my shot gun?"

The answer was this, "That man, like my gun, was a poor judge of distance." Now for the story.

The Judge loves to fish and hunt—started out after ducks the other day over at the Salton Sea with several companions. There were plenty of ducks and everybody but the Judge bagged 'em.

Neale returned home very much disgusted and with no ducks. He couldn't figure it out because he is a good shot and always gets his share of game or fish. He finally discovered that something was wrong with his trusty gun—that it didn't have sufficient carry to reach the ducks. So the gun is now being repaired and Judge Neale expects to make up for the ducks he lost by setting a new record or—something.

From Pasadena comes word that all tickets for the Rose Bowl football game have been snapped up—a complete sell-out, and that's good news to many Sierra Madreans who seldom miss one of these big games. I have a "hunch" that there will be tickets available because the game is nearly over and the audience is composed largely of annexation foes and the discussions were lively.

The audience seemingly was composed largely of annexation foes and the discussions were lively.

**CITY'S CHARM HOLDS
FAMILY HERE**

"Sierra Madre's charm is insidious—you don't feel it until you try to leave it!"

Mr. and Mrs. W. P. Osterhout of Hayden Gardens, recent purchasers of the Santa Anita stables discovered this very fact when they spent two days selecting furniture with which to furnish a house in Arcadia, and decided, after all, that they could not leave Sierra Madre.

"It's awfully nice to go down

the street and be greeted so

pleasantly by kindly people, and

our daughter Florence was so

happy with the good sisters at St. Rita's that I didn't have the

heart to take her away," said Mrs. Osterhout.

Don't be discouraged you foot-
ball fans and fanatics, get to

some friends in Pasadena who

knows the ropes and I feel sure

you will be able to get through

the turnstiles, but start your

shopping early.

Those who may be interested

in planting bulbs, heres the latest

advice from a well known flower

grower who says that December

is the time to plant. Amaryllis,

Anemone, Baby Glads, Daffodils,

Iris, Gladiolus, Lily of the Valley,

Tulips, Narcissus, Ranunculus, and

all lillies except Madonna.

ADIOS.

J. C. Whyte, former Sierra

</

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and general repairing
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SHORTEN SCHEDULES OF S. P. CRACK TRAINS

Marked improvements will be made in schedules and services of trains on the Golden State Route between Los Angeles and Chicago, effective Sunday, December 12th, it was announced here yesterday by G. W. Wetherby, district passenger agent for Southern Pacific Co.

Running time of the westbound Apache will be shortened 40 minutes, it was stated, with arrival in Los Angeles at 8:30 p.m., instead of 9:40 p.m. and making connection with the famous Lark for San Francisco.

The new schedule of the Apache will give travelers more convenient arrival time at Phoenix, Palm Springs and other Coachella Valley cities. Equipment of the Apache also will be greatly improved.

The westbound Golden State Limited schedule will be shortened ten minutes. Schedules of the Californian, famed tourist train, will be adjusted, arriving in Los Angeles at 7:25 a.m. instead of at 7:15 a.m. The eastbound California will depart at 8:05 p.m. while the Argonaut will leave Los Angeles on the former California time of 8:10 p.m.

Large Entry List For Childrens Horse Show

There is a big entry list for a children's horse show tomorrow at the Santa Anita Riding Academy when the youngsters superbly mounted will strut their stuff.

The riding academy has been recently taken over by W. P. Osterhout, of Sierra Madre, who gives special attention to children.

As an added attraction at the horse show the new owner will exhibit show and trick pintos. He has recently brought from Colorado a car load of these fine animals and announces that they are for sale.

The Santa Anita Riding Academy is in Arcadia at 27½ West Huntington Drive and the show is advertised as an all day affair.

FIVE GENERATIONS OF THIS FAMILY LIVING

Mr. and Mrs. Andrew Olsen of 53 Suffolk, pioneer residents of Sierra Madre, were pleased to receive the recent news of a birth of a daughter to Mr. and Mrs. Harold Good of Franklin, N. Dakota, which made the fifth generation residing within a radius of seven miles. Mrs. Good is Mrs. Olsen's great niece.

The great, great grandmother of the baby is still living and is a resident of Finley, N. D. She is Mrs. Lars O. Hilstad, who was born October 1, 1845, and is the mother of Mrs. Andrew Olsen. The baby's great grandmother is Mrs. Ole C. Bjugstad, the grandmother is Mrs. John Rosendahl, and the mother, Mrs. Harold Good all residing in North Dakota.

Centuries later the American Indian was to feel the weight of the cross made heavy by the faceted faith of its followers. In "The Enemy Gods" Oliver La Farge tells the tale of the Navajos and, in the person of one Seeing Warrior alias Myron Begay, the attempts of The Dragging Robes and Black Coat to lead to this nation a faith foreign and fantastic.

The average Christian little realizes the adjustments a man of a lower social order must make in adopting the beliefs and practices of a higher—yet far from perfect—society. Attempts to speed the course of evolution, either spiritually or physically, results in a monstrosity or sport that finds problems around every corner and peace in none of them. "The Enemy Gods" draws an accurate and sympathetic picture of this present state in our modern Navajo nation.

Every so often comes a book based on some bit of veiled, esoteric history of America that causes the reader to wonder just how well does he know the story of the States.

Such a book is "Some Plant Olive Trees" by Emma Gelders Sterne. Of all Utopian attempts which battened on young America, none was more fantastic, romantic or short-lived than the Vine and Olive Colony established on the Alabama banks of the Tombigbee River by the French refugees of 1817.

As a curious foot-note to the cryptic history of the United States; as an example of one of the most illogical and impractical

Skatorial Kings And Queens Have Jolly Evening

Sierra Madre Merchants baseball club staged the first of a series of roller skating parties in Lincoln Park rink last week and a surprisingly large delegation joined in the fun.

As an added attraction, Mr. and Mrs. William Meyers, formerly of Sierra Madre, who are professional skaters, put on an exhibition that fairly sparked. Following is the Sierra Madre party that enjoyed the pastime: James Kellher, Robert Murphy, "Buster" and Evelyn Brain, Marino Lorenzini, Ellet Jackson, Everett Hinojos, Johnny Kennedy, Billy Kiggins, Frances Lord, "Bud" Marsh, Francis and Charles Wyatt, "Bud" Holland, Herbert Lacey, Jack, Art and George Kohl, Naomi Gomes, Earl Marsh, Art Lorenzini and Ray Leach.

Another skating party is planned for some time in January. The funds raised go into the treasury of the ball club and will be available when the 1938 season opens.

Balancing The New Books

By FRANK MOORE

STRANGE, is it not, that of all causes of unrest since the days of antiquity, the Prince of Peace is predominant. The pagan deities of Old Rome were the first to feel the forces of Christianity where—in the words of Salsus—the message of Christ, initially significant, dynamic at birth, developed under multiplying hands into a force so disruptive that it shook the Gods from the skies, buried them beneath their ruined temples, and in derision tossed after them their rites for

Centuries later the American Indian was to feel the weight of the cross made heavy by the faceted faith of its followers. In "The Enemy Gods" Oliver La Farge tells the tale of the Navajos and, in the person of one Seeing Warrior alias Myron Begay, the attempts of The Dragging Robes and Black Coat to lead to this nation a faith foreign and fantastic.

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Accident Hazards in Home and on Farm Cause Greatest Annual Death Toll



IF YOU live on a heavy traffic corner in a great city, it may be hard for you to believe that the bedroom in which you lie vainly trying to sleep while automobiles hoot and crash on the corner, is less safe than the busy traffic lane.

If you live on a farm you consider your cool barn a safer place than the machine room of the city factory where lathes and belts whirr all day long.

But in both instances you are wrong. Public attention, concentrated on automobile deaths and injuries, is being directed by the American Red Cross to the fact that accidental deaths in the home claim a greater annual toll. Automobile fatalities last year for the nation numbered 37,800; while people killed by accidents in their homes totalled 38,500. Safety drives in industries and utilities have reduced accidents until the deaths last year were 2,300 while on the farm, where safety is only now being taught by the Red Cross, annual death toll was 4,500.

The bedroom is shown by safety experts to be the most dangerous room in the house, largely due to falls and walking in the dark. On the farm, machinery causes the greatest number of accidental deaths, with

injury by animals ranking second.

The American Red Cross launched its third annual Home and Farm Accident Prevention campaign this fall. More than ten million check lists showing hazards were carried home by school children, including members of the Junior Red Cross. Parents were asked to check these lists against conditions which might

exist and from which accidental death or serious injury might result if repairs were not made, or caution observed. This widely acclaimed safety program is one of the many services of the Red Cross supported through its annual roll call for members conducted by chapters and their branches in 12,000 communities.

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Well selected gifts for everyone in the family, and prices will suit everyone's purse.

CHRISTMAS CARDS

Some priced as low as 2 for 5c, others at 5c, 10c, 15c, 25c and up, also box assortment of cards for those who must buy in haste—12 for 29c, 12 for 39c, 18 for 50c and up.

STATIONARY

A gift that is always welcome, they come one, two and three quire boxes, and priced from 25c to \$2.00, a wide selection.

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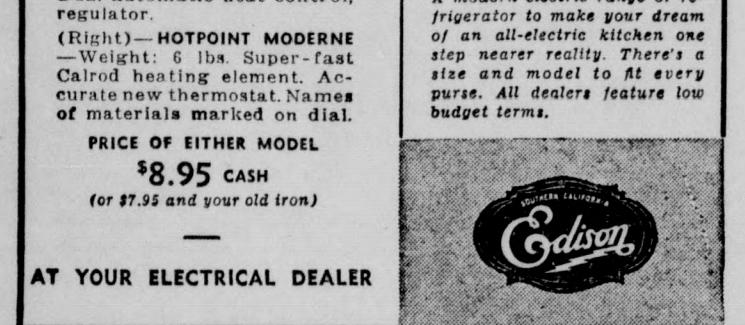
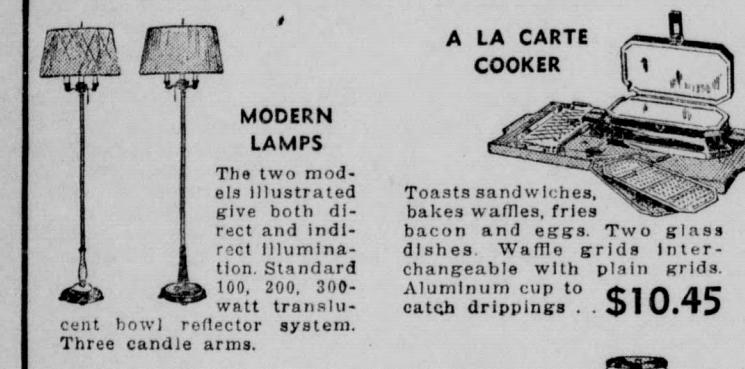
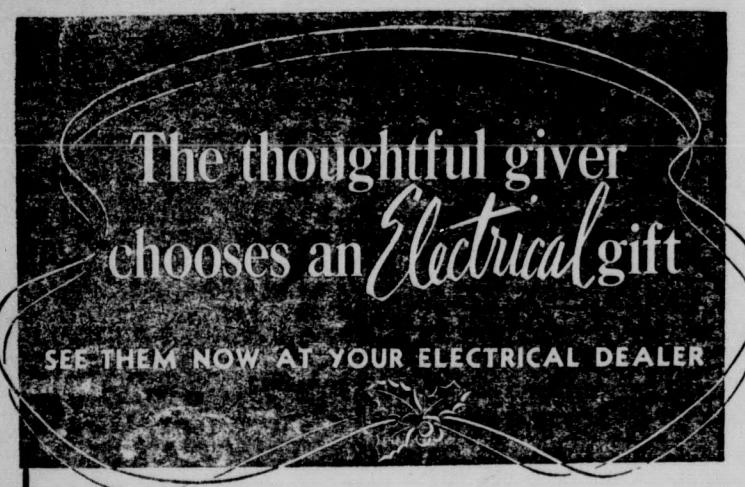
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What A Girl Sees Ramblin' 'Round

By Marjorie Hesse

VISITING a Buddhist Temple to view an exhibition of Japanese flower arrangement was an experience we enjoyed Sunday morning . . . The temple is in Mott street and has the traditional triangular architecture . . . Outside hung a huge multi-colored flag and the front was decorated with banners on which were painted Japanese symbols . . . We met the priest of the temple and were shown the beautiful altars—three we noticed—each lavishly decorated with gold cloth, candles, flowers and banners . . . It reminded us of the altars of our own church—and we felt perfectly at home . . . Prayers for the dead were recited and a deep-throated gong, sweet-smelling incense and the rhythmic chanting of the priest made it a beautiful and impressive ceremony . . .

Lee Shippey embarrassed Mrs. S. A. Guiberson, president of the California Garden Clubs, Inc., the other evening by asking her to spell "matillia" . . . when she didn't know how . . . It seems that the matillia poppy is becoming nearly extinct through the depredations of vandals . . . and the Garden Clubs, Inc., is sponsoring a state-wide movement to re-plant the poppies that flourish so well in Southern California and protect those that are left . . . Incidentally we have a few wonderful clusters here in Sierra Madre . . . Some right on the main stem . . .

We were always under the impression that rubber trees only grew in pots . . . that was the only kind we had ever seen until a friend took us around our own village and to Monrovia and showed us them growing hugely in quiet residential streets . . .

We are now a charter member of a garden club . . . and we have no garden . . . We suppose now we will go around with that faraway look that characterizes most gardeners . . . and will begin to worry about growing roses and shudder each time the wind grows chill . . . Heavens, we hoped to avoid such a dire fate . . . but those garden clubbers were determined . . . so here we are a poor garden club member with only a pot to garden in . . . Mebbe we'll use the bath tub.

Beauty begets beauty—always has—and the beauty of our Wistaria Vine Gardens inspired a poem in Maybell Fossler of Pasadena, who wrote this on the back of her menu card:

WISTARIA CHINENSIS
IN THE GARDEN

Here beneath the great pergolas
Rest yourself and meditate
Where the Wistaria vine out-spreading
Weariness alleviates.
Sierra Madre's lovely garden,
Heads of flowers toward the sun
You can see dewdrops shimmering
In the heart of every one.
Not a flower here is faded,
Every path is slick and clean,
Garden beds have all been weeded
Foliage is now fresh and green.
Chrysanthemums in cascade greet
Roses nod their lovely heads.
Here beside the mothering mountains
Beauty on tip-toe treads.

One likes to know that his or her efforts are appreciated. Our staff tries to give Sierra Madre a good newspaper—One that they can really enjoy. And scarcely a day goes by that there is not some appreciation. H. Escherich of 794 Woodland Drive came in on Monday—the very day his subscription expired—and renewed it. "We simply couldn't get along at our house without THE NEWS," he said, "for we read every word of it—the advertisements included. It is a wonderfully interesting paper and it seems to me it would be like going through life blindfolded to live here without being a regular reader of THE NEWS." And just a few minutes later F. P. Conard came in to renew his subscription and voiced an exactly similar appreciation. So, it pays to try, doesn't it?

THE GIFT OF GIFTS

A modern electric range or refrigerator to make your dream of an all-electric kitchen one step nearer reality. There's a size and model to fit every purpose. All dealers feature low budget terms.

NEW YORKERS BACK TO SPEND WINTER HERE

Mr. and Mrs. John Olmstead of New York have returned to Sierra Madre, and will live in "The Rose Cottage" of Miss Thomasella Graham of 457 North Lima Street.

WASHINGTON OFFERS A FINE FILM BILL

By popular demand the Washington theatre in Pasadena today and tomorrow presents "Theodora Goes Wild" with Irene Dunne playing the lead. This film is followed by a rip-snorting Western entitled "Western Gold," from the book of that name by Harold Bell Wright.

Commencing Sunday and running four days Sonja Henie and Tyrone Power are seen in the popular flicker "Thin Ice," one of the seasons hits. The companion piece is "Charley Chan on Broadway" with Walter Oland in the title role. As an additional feature to the program the coronation of the King, in colors will be shown.

FIRE FLAMES

By One of The Boys

OUR last meeting before the big card party and dance will be held tonight. The committees will be given their instructions. The decorating committee has already been given very definite instructions as a result of which everyone will be agreeably surprised.

The Christmas spirit must be here for tickets are selling quickly and the party will be a corker. The townfolk continue to be pleased with our effort to instill the Christmas spirit with the tree and community baskets where they will accomplish the purpose of Christmas!

Santa Claus will have a brand new outfit this year and well he needs one. Thanks to the Kiwanis club.

Many ladies who will be without escorts have been promised a good time with lots of dancing, so all firemen terpsichorean artists had better stay away from behind the barn while the music plays.

A fire call last week brought Shorty Steinberger and Shorty Lovell on their regular foot race. Lovell won by a photographic finish. Steinberger had just rounded the last turn, when Lovell ran between his legs at the finish.

Who can remember the days when some of us had three or four brothers and several sisters and none of us were showered with toys, candy and goggaws. Still we all had a great time, because we had to make some of our own toys. How precious was an old pair of baby buggy wheels that could be turned into the finest two wheeled cart you ever saw. As to spending money, that was out of the question, unless the "drummer" happened to come to the big general store at the time a fellow beat the other kids there. For carrying four or five very large cases from the station to the store, you were rewarded a whole dime, and believe me a dime was a dime.

Buy Your CHEVROLET or OLDSMOBILE from FRED KENNEDY, Local Representative McDONALD & O'BOYLE Monrovia Phone Sierra Madre 1521 93 West Mira Monte

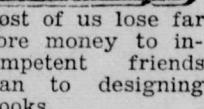
66 W. Sierra Madre Blvd. (Opposite City Hall) Adam Hauck, Proprietor

Professional Grid Season Will Close Sunday

The Los Angeles Bulldogs professional football team will wind up the American league season at Gilmore Stadium Sunday afternoon meeting the Cincinnati Bengals, who have been considerably strengthened for this battle and are dotted with names of famous college stars including Bill Glassford of Pitt who played in the Rose Bowl last New Year's day.

The Bulldogs have won every game on their schedule this season and have amassed a total of 273 points for 85 for the opposition, a remarkable record.

Father Sage says



Most of us lose far more money to incompetent friends than to designing crooks.

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Tall glasses and the tinkle of ice . . . its a promise that something is on the way for that mid-afternoon let down.

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Complete assortment of wines, liquors, beers.

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NOON LUNCHES
OUR SPECIALTY

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66 W. Sierra Madre Blvd. (Opposite City Hall) Adam Hauck, Proprietor

THIS YEAR more than ever, it's a Merry Christmas on all Southern Pacific trains. Never before have we offered so much pleasure and comfort for the price of a rail ticket, or so many fast, completely air-conditioned trains.

SOFT sponge rubber seats, wide windows and many special features are part of your trip on the streamlined DAYLIGHT to San Francisco. Soft, too, and roomy, are the berths, both tourist and standard, on your choice of several fast overnight trains between Los Angeles and San Francisco.

Eastward, there are the luxurious, all Pullman GOLDEN STATE LIMITED, the APACHE and the economical CALIFORNIAN to Chicago; the great SUNSET LIMITED and ARGONAUT to New Orleans. Then, there is through service to the Pacific Northwest and to Mexico City on our scenic West Coast Route.

CHRISTMAS GIFT TRIPS

No Christmas gift will be more appreciated than a trip. Through our special Prepaid Order plan, you can give almost anyone, anywhere, a trip to visit you or to any other destination, just as easily as buying an ordinary gift. And this winter, we are offering fares between all points at practically the same low levels as the summer excursions. Our nearest agent will handle all the details. See or telephone him today.

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News Want Ads Pay

Don't Miss The Big Event CHILDREN'S AMATEUR HORSE SHOW at SANTA ANITA RIDING ACADEMY

27 1/2 WEST HUNTINGTON DRIVE, ARCADIA

An additional attraction during the day will be the appearance and exhibition of our show and trick Pintos.

We have just brought in a car load of these fine horses from Colorado. And they are for sale.

W. P. OSTERHOUT, Proprietor.

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Everyone
CORONA
1938 PACEMAKER
Speed Model
TYPEWRITER
A GIFT OF
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JOY AND
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\$100
A WEEK
WITH CASE
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"SING AND BE HAPPY," AT ARCADIA THEATRE

"Sing and Be Happy," a rollicking comedy with Dixie Dunbar, Anthony Martin and Leah Ray open the show in the Arcadia theatre tonight and Saturday, followed by "She's No Lady" with the popular Ann Drorak and John Trent. In this film Miss Drorak is at her best.

Commencing Sunday with a four-day run, that thrilling romantic adventure "The Prisoner of Zenda" is the feature. Ronald Colman and Madelaine Carroll have the leading roles. Mary Astor and Douglas Fairbanks are also in the film. The companion piece is "That Certain Woman" with Bette Davis and Henry Fonda.

**FULL TRACK ODDS
AT TANFORAN HORSE RACES**

Complete description of the races as they're running—last minute odds by direct wire from track.

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NO PAYMENT UNTIL NEXT YEAR
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CALF TONGUE OX TAIL FRESH SIDE PORK
SMOKED PIG KNUCKLES for seasoning

Home Made SAUSAGE, lb. 30¢ Laurel Leaf Pure LARD 14¢

VEAL, BEEF AND PORK
fresh ground for loaf pound 25¢

Rath Corn Meal Mush made with butter 10¢ Hormel Soup, can 10¢

FRESH FISH DIRECT FROM SAN PEDRO
N. Y. COUNT OYSTERS

XLNT TURNOVERS (with chicken)

BACON—Wilson Korn King
Swift's Oriole pound 35¢

—BACON IS LOWER—

New Kraut - Spare Ribs

**More Prizes
To Stir Up
Poets**

Plan Now For Another
Congress Of Bards To Be
Held In The Spring

There is going to be another Wistaria poetry contest when the vine blooms in the spring.

That was announced by Lucia Trent and Ralph Cheyney at a meeting of Sierra Madre poets held last Thursday night at Wistaria Vine Gardens. Mrs. W. J. Lawless verified the announcement, stating that cash prizes would be offered for the several most suitable poems, instead of for the one best.

Rules of the contest and the opening date will be announced later, it was stated. As in this year's event, the contest will close with a meeting of the Poets' Congress, when the winners will be announced and the awards made.

Mrs. Irene Waage, president of the Pasadena Writers Club, well-known poet and short story writer, entertained the group, reading several selections which she had written.

Seventy Foothill poets were present at the meeting which resolved itself into a forum discussing some twenty types of verse which were submitted by students in the classes of Mr. and Mrs. Cheyney. As each poem was read by Mrs. Cheyney, members of the group discussed its merits, criticized and sometimes applauded. A vote was taken on the number who liked each contribution—and then the writer was asked to announce himself.

The climax came when a prominent Sierra Madre poet was asked to stand and take credit when a small poem was particularly well received. He did not stand. A young lady in the front row did, though.

"I'm sorry," she apologized, "but I'm afraid that's my poem." It was Marjorie Hesse.

**Ten New Bungalows
Will Entice New
Residents Here**

Ten smartly decorated bungalows in the newest mode, each with an individually landscaped garden, and filled with the newest features is what the just completed Del Ray Villa at West Sierra Madre Blvd. and Sunnyside avenue consists of.

"We have tried to make each unit individual and attractive by building and equipping each apartment with the latest type of plumbing, automatic heaters and lighting so as to attract a wanted class of citizens that Sierra Madre will appreciate," said Oscar Warschow, the owner.

"Our aim is to provide quiet, restful homes of a highclass type, for the discriminating patron."

All landscaping has been done under expert supervision and will be maintained by a skilled caretaker living on the premises to provide a beautiful setting for the buildings, Mr. Warschow said.

**Traveler Tells Why Low Production And
Labor Costs Obtain In Europe**

The American Legion's "Open House" meeting in the "dugout" at the city hall, Monday night, was turned into an informal forum with the speaker of the evening, R. E. Wright, answering questions from the floor afloat the conditions in present day Europe.

Bob Eaton, one of the legionnaires in the audience, had fought at Mont Faucon where Mr. and Mrs. Wright on their European trip last summer attended the

dedication of the massive monument commemorating the work of the American forces near Verdun. He was keenly interested and asked Mr. Wright many questions about Mont Faucon and Ypres, which he also knew.

Other questions were asked regarding the economic situation, the state of politics, labor conditions, the new roads, all of which Mr. Wright answered from the standpoint of an observer.

Czech-Slovakia is the only country that is able to compete with Japanese goods, and she is only able to do so because of the de-centralization of manufacturing activities, Mr. Wright stated. These industries are spread out over the agricultural district in approximately the same manner Japan uses, and because of this Czech-Slovakia industries can operate with very low labor costs, he said.

WANT ADS**Classified Rates****And Instructions**

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p.m. Wednesday may be run under heading "Too Late to Classify."

WORK WANTED

EXPERIENCED Japanese gardener wants garden work; seasonal renovating; digging or reseeding of lawns. Call Yes, 1952 after 6 p.m. —10-13b

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 39:tfa

GENERAL Carpenter Work, furniture repairing, saw filing. 262 Santa Anita Court. Phone Pinerton 1554. 48:a

HELP WANTED

WANTED—Neat, efficient young woman for housework; small house. Call S. M. 2351. —12:b

For Sale**Real Estate**

5 ROOM frame home with bath; garage; nice lot; fenced; shrubs etc. Easy terms. Close in. Call S. M. Realty Co. Phone 32. 11:c

RENTALS

FOUR room furnished cottage, \$45. Call evenings or Sunday. References. Tel. 3763. —12*d

ATTRACTIVE apt. Close in; private bath. 34 No. Hermosa. Phone 253-2. —4:td

5 room nicely furnished house; sunny rooms; screen porch; garage. Adults. Phone 2483. 257 N. Grove. —8:d

FOR SALE MISCELLANEOUS

PHILCO Radio, Model SX; used for demonstrations. List price \$84.50, will sell for \$55. Eber Thomas, 12 N. Baldwin. —12:e

FOR SALE—Gas-heated Utencio Ironer, \$15 cash. 248 S. Parkwood avenue, Pasadena. Mrs. French. —12*e

MISCELLANEOUS

ORDERS taken for home-made Xmas Candy by Martin Roos, 29 Windsor Lane. —12:i

WANT good home for 2 black Persian kittens. Call 1513. —12:i

NEED extra Xmas money? We pay highest cash prices for your old typewriter. Foothill Typewriter Service, 124 South Myrtle St. Monrovia. Ph. 1180. —9:ii

INSURANCE

THE BILLOWS of smoke in the mountains East of us Monday should warn us to be careful of our mountain side. T. W. NEALE, Insurance. —10:ins

I HAVE a limited number of System Calendars for my customers. Adults only. T. W. Neale, Insurance. —10:ins

MOVING

GEM City Transfer Storage Co. 701 S. Myrtle, Monrovia. Ph. 409. —51.2.1.2m

PHOTOGRAPHS

CHILDREN'S PORTRAITS our specialty. Mardell MacDougal, Photographer, 310 South Myrtle Ave., Monrovia. —2:5ph

**Washing Machine
and Ironers**

CLOSING out my line of Washing Machines, Ironers; at big discount. See us at once. S. M. Appliance Co., 16 W. Sierra Madre Blvd. —12:e

With a Strong Ball Bearing Front Wheel!

If you have a room, a

apartment, a house or a garage to rent, tell the world about it through a

WANT AD IN THE

NEWS. There are many

inquiries every day. They

will increase steadily as

winter visitors and folks

connected with or interest-

ed in the racing season

arrive. They are making

reservations now. If they

can't be accommodated in

Sierra Madre they will go

elsewhere. You'll be sur-

prised at the results to be

had from a NEWS WANT

AD.

HAPPY'S

LIQUOR STORE

Telephone 3582

12 West Sierra Madre Blvd. FREE DELIVERY

OPEN EVERY DAY AND EVENING

A Few Christmas Suggestions

for the friends who read.

"Home for Christmas" by Lloyd Douglas
"The Importance of Living" by Lin Yutang
"The Flowering of New England" by Van Wyck Brooks
"Such Councils You Gave To Me" by Robinson Jeffers
"Conversation At Midnight" by Edna St. Vincent Millay
"I Hear America" by Vernon L. Loggins

A magazine is always welcome at Christmas, and it keeps coming the year around. We handle subscriptions for any magazine in the U.S.

THE FOOTHILL BOOKSHOP

81 W. Sierra Madre Blvd. Xmas Cards and Gifts

**GIVE MORE-SPEND LESS
BUY ALL YOUR GIFTS AT PENNEY'S**

DON'T DELAY!



Velvet Juliets
Cushion Soles! **1.49 PR.**

Of rich transparent velvet with handsome fur trimming. Smart and flattering on the foot.

Lot No. 40-8577



Cheerful Gifts for Men!

MUFFLERS
Luxurious **98¢**

Smart-looking silk mufflers with fringed ends—in gay colors and patterns! *Weighted.

Lot No. 40-8565



House Slippers
Neat! Dressy! **98¢ PR.**

Patent leather vamp with silk bow. Peach sateen lined. Leather cushion sole and heel.

Lot No. 40-8565

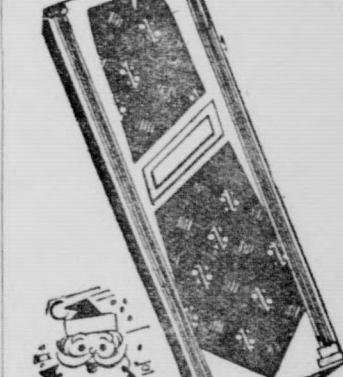
Cold Weather Ahead!

Pajamas-Gowns

Of Warm Flannelette

98¢

Comfortable slip-over or button-front pajamas, also roomy night shirts. Values!



MEN'S TIES
Hand Made! **49¢**

Distinctively different! A great assortment of hand-made ties in unusual holiday patterns.

With a Strong Ball Bearing Front Wheel!

Streamlined Trike

For 2 to 4 Year Olds! **2.98**

New model—lightweight, yet sturdy! With a bright red steel frame and rubber tired spoke wheels. Spring seat and handlebars are adjustable!



STEEL WAGON
Bright Red! **1.19**

Sturdily built! Wagon bed is 17½" x 8½". With disc wheels and rubber tires. A fine gift!

Sierra Madre Hardware Co.

Florida Residents Expect To Make Their Home Here

Dr. David E. Sheehan and Mrs. Sheehan were recent visitors at the home of Mr. and Mrs. Perley Poore Sheehan. Dr. Sheehan is a brother of Perley Poore Sheehan. Dr. and Mrs. Sheehan expressed themselves as charmed with Sierra Madre, and may decide to reside here permanently.

In recent years Dr. and Mrs. Sheehan have maintained homes in Cleveland, O., and in Coral Gables, Fla. Privately, they confess they have tired of both places having never forgotten a former visit to California.

Where's George?



—gone to...

PITZER & WARWICK

Says George as he darts into Pitzer & Warwick, "I aim to get a new Arrow shirt here for \$2.00. The style and quality made a hit with me!"

321 East Colorado St., Pasadena

Announcement

We have been appointed Pasadena agents for CUCAMONGA VALLEY WINE CO.

CHOICE 1933 VINTAGE WINES

Muscadet, Angelica, Port, Dry Sherry and Sherry 24-oz. bottles 65 $\frac{1}{2}$ Gallon 1.59 Gallons in DeLuxe Decanter 2.95 Special Case Prices

Non-Vintage Wine

Muscadet 32-oz. Port Full qt. 60c Angelica $\frac{1}{2}$ gal. \$1.00 Sherry Full gal. \$1.80 Special Case Prices

Also beer, brandy, champagne, and liquors of all kinds for an enjoyable holiday season. Lowest prices in town.

Pasadena Wine and Liquor House

802 EAST COLORADO

Phone WAKefield 8744

PASADENA



NEW honors will go to Santa if he arranges to leave a new Jiffy Kodak Series II at your home on Christmas morning. It's the simplest folding camera known. Smartly styled, and gets good pictures, too. Has etched metal front; black morocco-grain covering. We're featuring Jiffys for $2\frac{1}{4} \times 3\frac{1}{4}$ pictures at \$9; or for $2\frac{1}{2} \times 4\frac{1}{4}$ pictures at \$10. Come in today and see them.

HARTMAN'S PHARMACY

Telephone Sierra Madre 25

Westwood Villiage Residents Attracted Here By Climate And Scenery

Among the interesting new residents, and definite proof that Sierra Madre is attracting a fine type of new citizen, are Mr. and Mrs. R. K. Girard, recent purchasers of the Hugh Deacon property at 180 South Michilinda Blvd.

The Girards moved into their new home, a white colonial structure, the first of the month and have been busy remodeling, painting and redecorating the place. Many interesting new features are planned. One of these is a tiled patio of hand-made tiles from the Alhambra Kilns, Inc., which Mr. Girard and his brother, E. G. Girard, jointly own.

"Many of my friends now living in Westwood are thinking of either moving to Sierra Madre or Santa Anita Oaks," said Mr. Girard. "The climate here is much better, it's more beautiful, and there is less traffic congestion out this way."

He has several of the attractive new Chamber of Commerce booklets in his possession which he intended to show his friends and seemed to feel that the booklet backing up his own arguments

would carry considerable weight.

Mr. Girard is a former newspaperman and worked for 11 years on metropolitan papers in Kansas City, Mo., Tulsa, Okla. and Columbus and Dayton, O. He is a graduate of the Missouri University's school of journalism which has turned out some of the crack men of the journalistic world. He once published a country paper too, in Oklahoma.

The house he purchased was originally built of redwood siding from the old barn on the Clark estate, erected in 1885. "You can't get such lumber nowadays. I have called at several lumber yards and they say it is prohibitive in cost," commented Mr. Girard.

Telling the writer how well he liked the SIERRA MADRE NEWS he remarked that our's was one of the most interesting country papers he had ever run across, and backing his compliment with action he submitted to the paper, saying while he didn't know many people as yet, he expects to and he liked knowing what the town was doing.

—M. H.

Install Officers Of O.E.S. With Pomp And Ceremony

Officers of the Sierra Madre Chapter 299 of the Eastern Star elected in November were installed Monday night at the Masonic Temple in a dignified and impressive ceremony.

Paul Jones, past patron, presided as master of ceremonies. Josephine Horn and Vera W. Stewart, honorary marshalls; Mortens Hill, past matron, placing of the Holy Boble; Clarence Sandage, past patron acted as escort of the flag.

Installing officers were Alice Hogan, worthy matron; LaRoy Davis, worthy patron; Jennie T. Clay, deputy grand matron, 1937; Harriet Buckingham, installing marshal, p.m.; Ruth Twyross, installing chaplain, p.m.; Hazel Henrotin, installing organist.

Officers of the Sierra Madre

Chapter 299 of the Eastern Star

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In all previous articles, as well as this one, I have attempted to show conditions as they exist, and as they may exist in the future without prejudice towards any of the water users, as I hope when the public is properly informed as to all conditions, it will solve its problems.

But unless the people of Sierra Madre cooperate with their officials to the end that we remain a separate city with our own water resources, as we now are, our water bills will be between two and three times the present amount.

press their views through the columns of the SIERRA MADRE NEWS as I have mine, solely for their guidance and what I sincerely believe to be their benefit.

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Twenty-five tables are expected with each foursome supplying their own card set-up. While bridge is the favorite game any card game that suits the fancy of the table may be played.

Efforts to raise the funds necessary to create the float design and put it into the parade were started this week and Rollin C. Lewis, chairman of the finance committee, announced last night that more than \$100 had already been contributed before there were any responses to letters just sent out to public spirited citizens requesting donations.

To assist in fund-raising for Sierra Madre's float, a dessert

bridge will be held Monday evening at 7:30 p.m. at the Wistaria Vine Gardens.

Twenty-five tables are expected with each foursome supplying their own card set-up. While bridge is the favorite game any card game that suits the fancy of the table may be played.

Pat West will present a group of Hollywood entertainers and singers. Mrs. W. J. Lawless will supply the refreshments that will be served. Reservations may be made by calling either the Wistaria Vine Gardens, 276-3, or Mrs. Alfred James Dewey at 286-3. Among those who have reserved tables are Mrs. Pat West, Mrs. Leslie Wynne, Mrs. E. E. Hitchcock, Mrs. E. K. Bretherton, Mrs. Stanley Decker, Mrs. Al S. Myers, Mrs. Henry Isaacs, Mrs. J. Irish, Mrs. May Mason, Mrs. J. H. Robertson, Mrs. Woodson F. Jones, and Mrs. Alfred James Dewey.

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